

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

HM& FW Department- COVID Appropriate behaviors- Intensive IEC/BCC Activities – 27 day Campaign - Orders – Issued.

HEALTH, MEDICAL & FAMILY WELFARE (B2) DEPARTMENT

G.O.RT.No. 425

**Dated: 06-08-2021.
Read the following:**

1. G.O. Rt.No.520, HM&FW (B2) Dept, dt.09.10.2020.
2. COVID Instant Order-83, dt.13.10.2020.
3. COVID Instant Order-83A, dt.17.10.2020.
4. COVID Instant Order-83B, dt.21.10.2020.
5. G.O.RT.No.733, HM&FW (B2) Dept, dt.30.11.2020.
6. G.O. Rt.No. 121, HMFW(B2) dept. dated 22.03.2021.

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O R D E R:

The Government of Andhra Pradesh is taking several measures to Contain the spread of COVID-19 in the State by strengthening the Surveillance, Testing, Contract tracing, Treating, COVID Vaccination and extensive campaign on COVID appropriate behaviors.

2. However, in recent past positive cases are reported in certain regions of the Country and also relaxed behavior of Community is being noticed. Keeping in view of the importance of continuous thrust on COVID appropriate behaviour (CAB), a 27-day Campaign (from 5th August to 31st August 2021) is to be taken up with "theme of no mask no entry" and Coordinated action of Departments with Public interaction and various Socio-Economic groups.

3. Further, while conducting the 27 day long Campaign focus shall be on inculcating the COVID appropriate behaviors such as Wearing of Mask, Maintenance of Social Distancing and Frequent Hand Washing as normal and avoiding the movement outside home unless warranted. The wide range of IEC material (pamphlets, posters, banners, AV short films, slogans etc prepared by the Health, Medical and Family Welfare Department shall be used while conducting the rallies and press briefings.

4. Daily activity shall consist of a rally in the morning session at a location reflecting the theme of the day and a press briefing in the evening about the theme of the day indicating the importance of the COVID appropriate behavior. This activity should be conducted by the District Collectors, Superintendents of Police, DM&HOs, DCHS and Superintendent of Teaching/District Hospitals at District Headquarters level, Municipal Commissioners and appropriate Police officers, MHOs, Dy.DM&HOs/Medical Officers at Municipal Corporations/Municipalities level, Sub Collectors/Revenue Divisional Officers and Deputy Superintendents of Police, Dy.DM& HOs at Divisional level and MRO, MPDO, EO (PR&RD) and MO PHCs at Mandal level.

5. A Day wise campaign for 27 days is appended to this order for strict compliance. The District Collectors shall submit the action taken report to the Commissioner, Health and Family Welfare every day during the Campaign period on the activities taken up during Campaign.

P.T.O.

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6. All the Spl.Chief Secretaries / Principal Secretaries / Secretaries and all the District Collectors shall implement the above orders scrupulously.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**ANIL KUMAR SINGHAL,
PRINCIPAL SECRETARY TO GOVERNMENT**

To

The Spl. Chief Secretaries / Principal Secretaries /
Secretaries of concerned Departments

All the District Collectors in the State.

The DGP, A.P., Mangalgiri.

The Police Commissioner of Vijayawada & Visakhapatnam.

All the Superintendents of Police in the State.

All the Municipal Commissioners in the State.

All the HoDs under the control of HM&FW Department.

All the DM&HOs in the State.

Copy to:

All the Special Chief Secretaries/Principal Secretaries /
Secretaries to Government.

PS to Addl. C.S. to CM.

OSD to Dy. CM (H, FW&ME).

PS to Prl. Secretary to Government, HM&FW Department.

PS to Prl. Secretary (Poll).

PS to Commissioner, I&PR.

Sc/Sf.

// FORWARDED:: BY ORDER//

SECTION OFFICER

ANNEXURE TO G.O.Rt.No. _____, HM& FW(B2)Dept, dt.06-08-2021

Intensified IEC Activities on COVID Appropriate Behaviour(CAB) day wise activity

Date	Theme of the day
05.08.2021	Covid Appropriate behavior at Village/ward secretariats
06.08.2021	Covid Appropriate behavior at Rythu bazaars/ shandies
07.08.2021	Covid Appropriate behavior at Religious institutions
08.08.2021	Covid Appropriate behavior at Government offices
09.08.2021	Covid Appropriate behavior at Anganwadi centres
10.08.2021	Covid Appropriate behavior at Shops and establishments
11.08.2021	Covid Appropriate behavior at Agriculture marketing yards
12.08.2021	Covid Appropriate behavior at Commercial establishments / shopping malls
13.08.2021	Covid Appropriate behavior at Buses, autos and passenger transport vehicles
14.08.2021	Covid Appropriate behavior at Hotels/Restaurants
15.08.2021	Covid Appropriate behavior at Self Help Groups
16.08.2021	Covid Appropriate behavior at Primary and high schools
17.08.2021	Covid Appropriate behavior at Junior colleges/degree colleges
18.08.2021	Covid Appropriate behavior at Banks and Post offices
19.08.2021	Covid Appropriate behavior at Industrial establishments
20.08.2021	Covid Appropriate behavior at Cinema halls
21.08.2021	Covid Appropriate behavior at Construction sites and activities
22.08.2021	Covid Appropriate behavior at Agriculture farmers & laborers
23.08.2021	Covid Appropriate behavior at Street vendors and paani poori etc stalls
24.08.2021	Covid Appropriate behavior at Gyms and sport complexes
25.08.2021	Covid Appropriate behavior at Spa and saloons
26.08.2021	Covid Appropriate behavior at Jewellery shops and cloth markets
27.08.2021	Covid Appropriate behavior at Amusement parks and outing places
28.08.2021	Covid Appropriate behavior at Marriages and functions
29.08.2021	Covid Appropriate behavior at Fertilizer, pesticides and seeds and agriculture input shops
30.08.2021	Covid Appropriate behavior at Bus stands and Railway stations
31.08.2021	Concluding session with a press briefing on the activities of the 27 days activities in the District/Mandal

**ANIL KUMAR SINGHAL,
PRINCIPAL SECRETARY TO GOVERNMENT**